

## **WILDBRAIN CPLG AND DR. SEUSS ENTERPRISES EXPAND TOP PROPERTIES WITH NEW LICENSING DEALS**

**New cross-category partners in the UK on board for hugely popular classic brands *The Cat in the Hat*, *How the Grinch Stole Christmas!* and *Green Eggs and Ham***

London, UK – 26 August 2021 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, is further extending the robust licensing programmes for Dr. Seuss Enterprises’ beloved properties including *The Cat in the Hat*, *How the Grinch Stole Christmas!* and *Green Eggs and Ham* with the addition of new cross-category licensees in the UK. The new deals build on extensive consumer products programmes previously assembled by WildBrain CPLG for Dr. Seuss’s top properties across EMEA.



WildBrain CPLG has secured new UK licensees for *How the Grinch Stole Christmas!*, including Brand Alliance for adult apparel and accessories, Solent Brands for a ‘bag for life’, H&A for health and beauty items, and Fizz Creations for gifting and kitchenware. Additionally, Beautiful Games will introduce wall stickers and decals for various Dr. Seuss titles.

In further UK deals, Brand International is on board for *How The Grinch Stole Christmas!* footwear and accessories, as well as nightwear for *The Cat in the Hat* and *Green Eggs and Ham*. Stor is creating a line of *How the Grinch Stole Christmas!* kitchenware. The new ranges will roll out from Autumn/Winter 2021, with the *How the Grinch Stole Christmas!* lines being available for the festive 2021 season.

John Taylor, VP Northern Europe and Managing Director UK and France at WildBrain CPLG, said: “The iconic brands of the Dr. Seuss portfolio continue to celebrate enduring popularity among consumers, licensees and retailers alike. We’ve already established significant licensing partnerships for Dr. Seuss across Europe and



these latest wave of deals will offer fans in the UK even more unique products across a compelling array of categories, such as health & beauty and kitchenware.”

Susan Brandt, President of Dr. Seuss Enterprises, L.P., said: “We’re very happy with our partners continued success in the UK, making the Grinch a best-selling character at retail each year. It’s also exciting to see new and existing partners expanding our product categories for *Green Eggs and Ham* and *The Cat in the Hat*, two properties that continue to make Dr. Seuss the number one licensed children’s book brand in the US.”

**For more information, please contact:**

Aimée Norman at The DDA Group

[aimee.norman@ddapr.com](mailto:aimee.norman@ddapr.com)

+44 (0) 7957 564 050

**About WildBrain CPLG**

WildBrain CPLG is one of the world’s leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids’ and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

**About Dr. Seuss Enterprises, L.P.**

Dr. Seuss Enterprises is a leading global children’s entertainment company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child’s imagination through the works of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Global endeavors include publishing, film, TV, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. For more information about Dr. Seuss Enterprises, visit [Seussville.com](http://Seussville.com), or follow on [Instagram](https://www.instagram.com/drseussenterprises).